together multiple relatively thick components. Each component has multiple features that are substantially different from the current invention. In both cases, a single channel in a row supports a spring driven pusher plate.

FIGURE 4

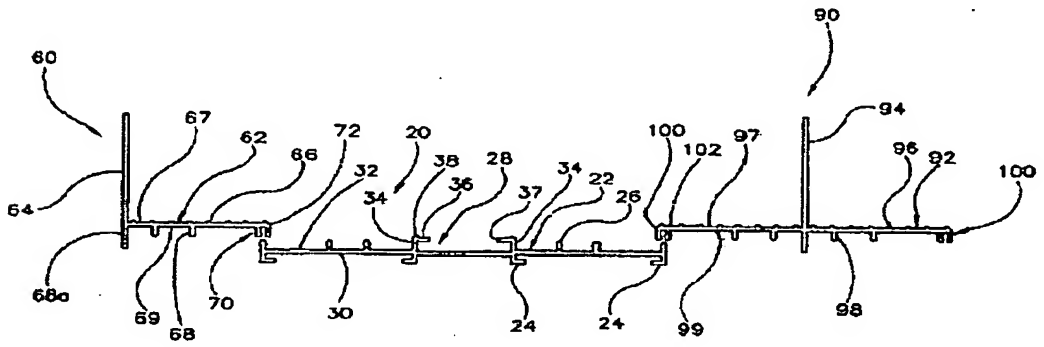


FIGURE 4 of the '699 patent shows the single channel **28** that may be used with the spring driven pusher assembly **130** of FIGURE 3.

FIGURE 3

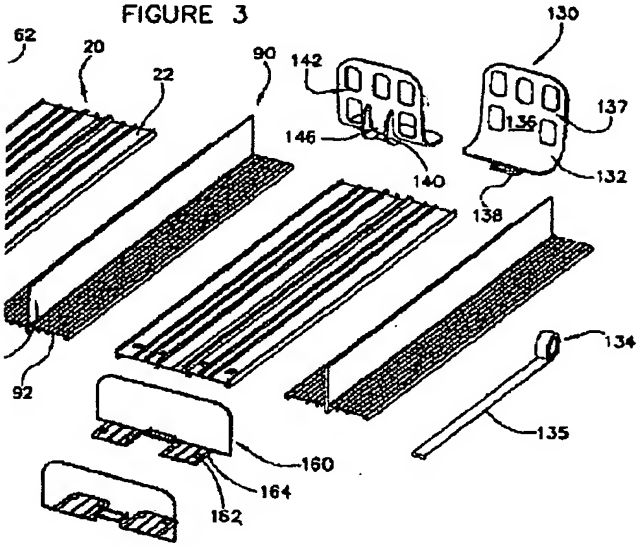


FIG. 3 of the '874 patent shows a single channel with rails **31** and **32** which support carriage **30.**

FIG. 3

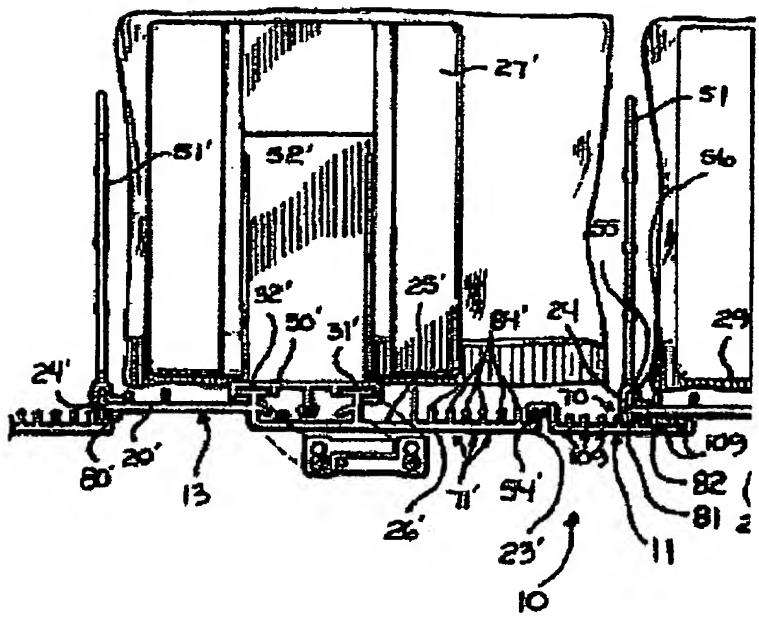


FIG. 16A of the current invention shows display base **16** with an active alignment device comprising rear engagement section **450** and channel housing **470:**

> [0115] Referring now to FIG. 16A which is a front perspective view of an active alignment device comprising a housing spring and rear engagement embodiment, the rear engagement section 450 may permit a pull spring 460 to push the display row forward relative to the base unit 16. In one embodiment, one end of a coiled spring 460a is held relative to the front stop 480, and the other coiled end 460b of the spring is placed behind the rear pull member 450. **The rear engagement section may travel in a channel housing 470 which has a first leg 473 inserted in a first groove and a second leg 474 inserted in a second groove of the base 16.**

Independent Claim 34 and dependent claims 35-38 and 40-44 claim an active alignment device positioned in two different channels.

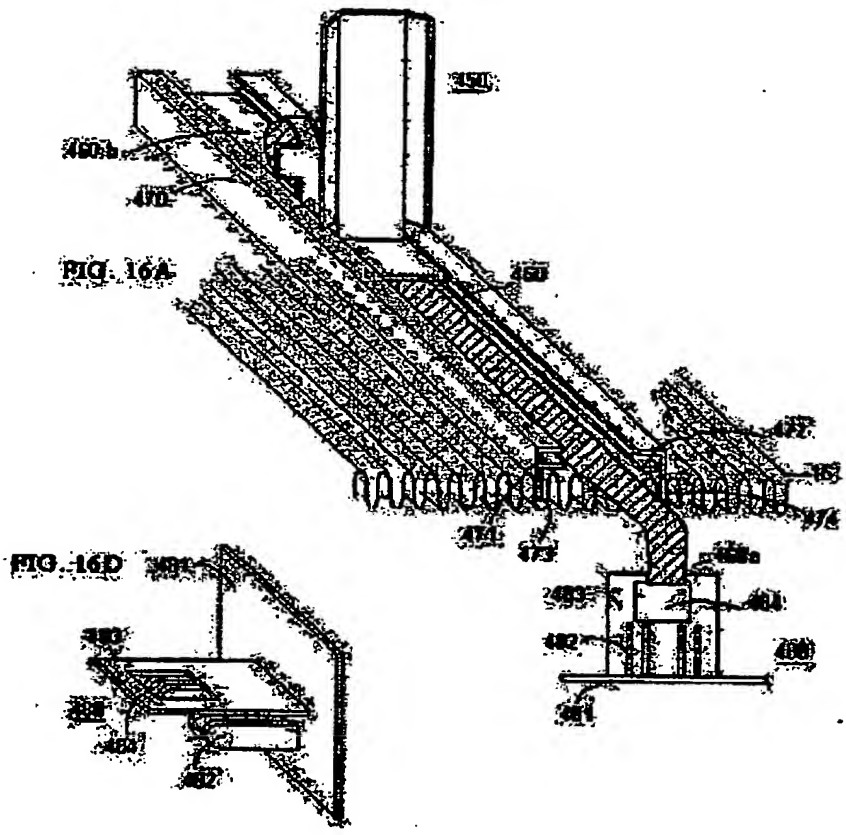


FIG. 16A

FIG. 16D

§103 Claims Rejections

6. Claims 38 and 43 stand rejected as being obvious in view of Johnson et al '699.

7. With respect to claim 38, applicant argues that the rejection is based on hindsight. Johnson's center track **20**, end track **60**, and divider track **90** appear to be relatively thick and there is no indication that those components are bendable. The components are "made from extruded plastic or other plastics" (Column 6, line 48), whereas the current invention may be relatively thin plastic as shown in FIG. 16 and described in Paragraph 21:

[0021] Advantages of the current invention include the low cost of the

display base, such as provided by thermoforming or vacuum molding the base, efficient packaging, and low shipment cost. The base is also very easy to cut to desired size and to install on a shelf without special tools. The base can typically be cut with scissors or a box knife. The base will work with various display shelf depths, and with various sizes of merchandise including product containers such as cans, bottles, and bags.

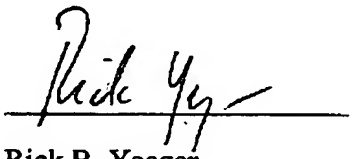
8. Claim 43 has been amended to distinguish the mating of corrugated surfaces (as shown in FIG. 16) in the current invention from the snap features of Johnson.

9. Applicant argues that all pending claims are now in condition for allowance.

10. Thank you for your continued assistance in this application.

Dated: October 9, 2006

Respectfully submitted,



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